



**WTIC-TV**

## ORDER

Print Date 10/24/12 Page 1 of 3

Flight Dates 10/16/12-10/22/12

<u>Contract / Revision</u>	396137 - 2	FIRENDS OF ELIZ ESTY	
<u>Original Date / Revision</u>	10/24/12	<u>Agency Com</u>	15%
	10/24/12	<u>Billing Contact</u>	
<u>Advertiser</u>	<b>E Esty/D/5th Dist/Congress</b>		
	3050 K St NW		
	Washington, DC 20007		
<u>Agency</u>	<b>Greer Margolis &amp; Mitchell, Inc.</b>		
<u>Buying Contact</u>	<u>Sales Office</u>	TWDC	
<u>3050 K St NW</u>	<u>Sales Region</u>	National	
<u>Washington, DC 20007</u>	<u>Agency Ref</u>		

Order Sep 00:15:00  
Estimate # **1952**  
Alt Order # **06361676**  
Billing Type Cash  
Order Type GENERAL  
Billing Cycle EOM/EOC  
Billing Calendar BROADCAST  
Demographic A35+  
Rev Codes AGY POL CAND  
Product Codes PL3  
Priority 01  
Advertiser Ref

### Primary Account Executive

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## Jordan Johannessen

Account Executive	Order%	Start Date	End Date
Jordan Johannessen	100%		

Order Share 15% Market Value 70400

Competing Station	% of Order	Amount
2WCCT	1%	704
3WFSB	45%	31680
4WVIT	12%	8448
5WTNH	27%	19008
6WCTX	%	0
7CABI	%	0

## Order Totals

Order Totals					Billing Plan				
Month	# of Spots	Net Amount	Gross Amount	Rating	Start Date	End Date	# Spots	Net Amount	Gross Amount
October 2012	18	\$8,976.00	\$10,560.00	0.00	10/01/12	10/22/12	18	\$8,976.00	\$10,560.00
Totals	18	\$8,976.00	\$10,560.00	0.00					

## Billing Plan

Month	# of Spots	Net Amount	Gross Amount	Rating	Start Date	End Date	# Spots	Net Amount	Gross Amount
October 2012	18	\$8,976.00	\$10,560.00	0.00	10/01/12	10/22/12	18	\$8,976.00	\$10,560.00
<b>Totals</b>	<b>18</b>	<b>\$8,976.00</b>	<b>\$10,560.00</b>	<b>0.00</b>					

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Totals
															Amount
1	61	10/16/12	10/19/12	M-F News at Ten News at Ten	CM	10p-11p	- TWTF--	:30	1	\$1,400.00	01	0.00	NM	1	\$1,400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>	<u>Rate</u>								
		Week: 10/15/12	10/21/12	- TWTF--		1	\$1,400.00								
2	61	10/16/12	10/19/12	M-F 10a-11a M-F 10a-11a	CM	10a-11a	- TWTF--	:30	1	\$50.00	03	0.00	NM	1	\$50.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>	<u>Rate</u>								
		Week: 10/15/12	10/21/12	- TWTF--		1	\$50.00								
3	61	10/16/12	10/19/12	M-F News at 11pm News at 11pm	CM	11p-1135p	- TWTF--	:30	1	\$375.00	01	0.00	NM	1	\$375.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>	<u>Rate</u>								
		Week: 10/15/12	10/21/12	- TWTF--		1	\$375.00								
E 4	61	10/16/12	10/19/12	M-F 4p-5pm M-F 4p-5pm	CM	4p-5p	- TWTF--	:30	1	\$300.00	01	0.00	NM	1	\$300.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>	<u>Rate</u>								
		Week: 10/15/12	10/21/12	- TWTF--		1	\$300.00								
E 5	61	10/16/12	10/19/12		CM	5a-6a	- TWTF--	:30	1	\$55.00	03	0.00	NM	1	\$55.00



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Contract / Revision **396137-2** Flight Dates **10/16/12-10/22/12**

## Hiatus Dates

Original Date / Revision 10/24/12 / 10/24/12

Order Sep 00:15:00

Advertiser **E Esty/D/5th Dist/Congress** Product **FIRENDS OF ELIZ ESTY**

Estimate # **1952**

Ln	Ch	Start	End	Inventory	Code	Break	Start/End	Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Totals	Amount
					M-F 5a-6a													
					M-F 5a-6a													
		<u>Start Date</u>	<u>End Date</u>		<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>							
		Week: 10/15/12	10/21/12		-TWTF--		1		\$55.00		0.00							
E 6	61	10/16/12	10/19/12	M-F 5p-6p		CM	5p-6p		-TWTF--	:30	1	\$200.00	01	0.00	NM	1	\$200.00	
				M-F 5p-6p														
		<u>Start Date</u>	<u>End Date</u>		<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>							
		Week: 10/15/12	10/21/12		-TWTF--		1		\$200.00		0.00							
E 7	61	10/16/12	10/19/12	M-F 6p-630p		CM	6p-630p		-TWTF--	:30	1	\$425.00	01	0.00	NM	1	\$425.00	
				M-F 6p-630p														
		<u>Start Date</u>	<u>End Date</u>		<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>							
		Week: 10/15/12	10/21/12		-TWTF--		1		\$425.00		0.00							
8	61	10/16/12	10/19/12	M-F 6a-7a		CM	6a-7a		-TWTF--	:30	1	\$275.00	01	0.00	NM	1	\$275.00	
				M-F 6a-7a														
		<u>Start Date</u>	<u>End Date</u>		<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>							
		Week: 10/15/12	10/21/12		-TWTF--		1		\$275.00		0.00							
9	61	10/16/12	10/19/12	M-F 7a-8a		CM	7a-8a		-TWTF--	:30	1	\$275.00	01	0.00	NM	1	\$275.00	
				M-F 7a-8a														
		<u>Start Date</u>	<u>End Date</u>		<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>							
		Week: 10/15/12	10/21/12		-TWTF--		1		\$275.00		0.00							
E 10	61	10/16/12	10/19/12	M-F 8a-9a		CM	8a-9a		-TWTF--	:30	1	\$175.00	01	0.00	NM	1	\$175.00	
				M-F 8a-9a														
		<u>Start Date</u>	<u>End Date</u>		<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>							
		Week: 10/15/12	10/21/12		-TWTF--		1		\$175.00		0.00							
E 12	61	10/22/12	10/22/12	Mon Prime A		CM	8p-9p		1-----	:30	1	\$4,500.00	01	0.00	NM	0	\$0.00	
				X-Factor														
		<u>Start Date</u>	<u>End Date</u>		<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>							
		Week: 10/22/12	10/28/12		1-----		1		\$4,500.00		0.00							
Spot 1	Ch 61	Date Range 10/22/12-10/28/12	Description Mon Prime A															
				Credited														
13	61	10/21/12	10/21/12	Su 11p-1130p		CM	11p-1130p		-----1	:30	1	\$250.00	03	0.00	NM	1	\$250.00	
				Sun 11p-1130p														
		<u>Start Date</u>	<u>End Date</u>		<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>							
		Week: 10/15/12	10/21/12		-----1		1		\$250.00		0.00							
14	61	10/21/12	10/21/12	Fox News Sunday		CM	9a-10a		-----1	:30	1	\$150.00	01	0.00	NM	1	\$150.00	
				Su 9a-10a Fox News														
		<u>Start Date</u>	<u>End Date</u>		<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>							
		Week: 10/15/12	10/21/12		-----1		1		\$150.00		0.00							
15	61	10/17/12	10/17/12	Wed Prime Rotator		CM	8p-10p		--1----	:30	1	\$4,000.00	01	0.00	NM	1	\$4,000.00	
				X-Factor														
		<u>Start Date</u>	<u>End Date</u>		<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>							
		Week: 10/15/12	10/21/12		--1----		1		\$4,000.00		0.00							
E 16	61	10/22/12	10/22/12	M-F News at Ten		CM	10p-11p		1-----	:30	1	\$1,400.00	01	0.00	NM	1	\$1,400.00	
				News at Ten														
		<u>Start Date</u>	<u>End Date</u>		<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>							
		Week: 10/22/12	10/28/12		1-----		1		\$1,400.00		0.00							
E 17	61	10/22/12	10/22/12	M-F News at 11pm		CM	11p-1135p		1-----	:30	1	\$375.00	01	0.00	NM	1	\$375.00	
				News at 11pm														
		<u>Start Date</u>	<u>End Date</u>		<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>							
		Week: 10/22/12	10/28/12		1-----		1		\$375.00		0.00							



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Contract / Revision **396137-2** Flight Dates **10/16/12-10/22/12**Hiatus DatesOriginal Date / Revision 10/24/12 / 10/24/12Order Sep 00:15:00Advertiser **E Esty/D/5th Dist/Congress** Product **FIRENDS OF ELIZ ESTY** Estimate # **1952**

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	<u>Totals</u>	
														Spots	Amount
E 18	61	10/22/12	10/22/12	M-F 5a-6a M-F 5a-6a	CM	5a-6a	1-----	:30	1	\$55.00	03	0.00	NM	1	\$55.00
<u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u>															
Week: 10/22/12 10/28/12 1----- 1 \$55.00 0.00															
E 19	61	10/16/12	10/19/12	M-F 630p-7p M-F 630p-7p	CM	630p-7p	-TWTF--	:30	1	\$600.00	01	0.00	NM	1	\$600.00
<u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u>															
Week: 10/15/12 10/21/12 -TWTF-- 1 \$600.00 0.00															
20	61	10/16/12	10/19/12	M-F 5p-6p M-F 5p-6p	CM	5p-6p	-TWTF--	:30	1	\$200.00	01	0.00	NM	1	\$200.00
<u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u>															
Week: 10/15/12 10/21/12 -TWTF-- 1 \$200.00 0.00															
														<b>Totals</b>	<b>18 \$10,560.00</b>